GLAD MIDSOMMAR

96th Annual

Midsummer Festival

SATURDAY, JUNE 23rd, 1990
All Day

S V E A D A L
Uvas Canyon, Santa Clara County

Given under auspices of

Swedish-American Patriotic League

Swedish American Patriotic League

SAN FRANCISCO **OAKLAND**

WISHES ONE AND ALL A HAPPY MIDSUMMER ON THE 96th CONSECUTIVE MIDSUMMER FESTIVAL.

With sincere appreciation to the many committees and friends for their support and efforts to make this Annual Midsummer Festival an outstanding success.

MARY ANN NICHELINI
President, San Francisco

GLADYS PETERSON
President, Oakland

Midsummer Greetings
from

Ulrika Kellgren
Midsummer Queen 1990

GLAD MIDSOMMAR
önskas av
FILIP PALSSON
536 Kirkland Ave.,
San Francisco CA 94122

Happy Midsummer
from

When you travel to Europe fly

SAS

via Seattle Los Angeles New York or Chicago

360 Post Street, Suite 803, San Francisco CA 94108
(1-800) 221-2350

GLAD MIDSOMMAR

Ulrika Kellgren
Midsummer Queen 1990

Christina Mattsson
Svea

Heidi Spanier
Columbia

Midsummer Greetings from

TEGNÉR LODGE No. 149, V.O.A

meets every third Thursday Ides Hall. Corner of Thornton and Orchard, San Leandro.

Lola McCreery, *Chairman*
Elsy Mattson, *Secretary*

The Golden Gate District Lodges

through the medium of this program wish to extend their best wishes to the Swedish-American Patriotic League, on thi Midsummer Day Celebration.

The Golden Gate District consisting of 21 local lodges in San Francisco, Oakland, Berkeley, Concord, Stockton, Modesto, Turlock, Fresno, San Jose, Palo Alto, Petaluma, Sacramento, Yuba City, Paradise, Eureka, Redding, Reno, Oroville, Marysville and Santa Cruz extend to you a cordial invitation to become a member of the Vasa Order of America.

Rolf Neuman District Master — **Phyllis Peterson** District Secretary

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MIDSUMMER GREETINGS

Tor Lodge No. 537, V.O.A.

San Francisco

Meets 2nd Saturday each month, 1.00 p.m. at Swedish American Hall, 2174 Market street, S.F.

Anders Sandberg Chairman
Gudrun Franzen Secretary

Best wishes for a successful MIDSUMMER FESTIVAL

FYLGIA LODGE No. 119

Vasa Order of America

The Color Guard here today

is part of

Fylgia's Drill Team

TORD HILLERSTROM
Chairman
ROBERT H PETERSON
Secretary

Glad Midsommar

Nordiska Butik

Fine Scandinavian Gifts

Mary Ann Peterson
Vicki Peterson

771 Monterey Blvd.
San Francisco, CA 94127
(415) 239-8107

96 years of Midsummer Festivals

The Swedish American Patriotic League as such did not organize the first Midsummer Festival in San Francisco. Both the League and the festivals are direct results of the first historic Sweden Day at the Midwinter Fair and Exhibition in Golden Gate Park in 1894.

Since then Midsummer Festivals have been held every year under the auspices of the League. A festival was even arranged in 1906, the year of the big earthquake and fire. It was held in Shell Mound Park in the East Bay, attended by an estimated 2,000 persons, eager to meet the survivors of the disaster in San Francisco.

During the years Midsummer Festivals have been held at various places. For the longest time, 26 years, it was held in the Scottish Rite Auditorium in San Francisco. At the time in 1968 when the Auditorium was converted to a movie house, the League decided to move the festival to its own recreation park, Sveadal.

We hope you will enjoy today's festival, the 93th Midsummer Festival, oldest in the world outside of Sweden.

STAR SPANGLED BANNER

Oh say, can you see
By the dawn's early light
What so proudly we hailed
At the twilight's last
gleaming?
Whose broad stripes and
bright starts
Thru the perilous fight
O'er the ramparts we
watched,
Were so gallantly streaming?
And the rockets red glare
The bombs bursting in air
Gave proof thru the night
That our flag was still there.
Oh say, does that star-
spangled banner yet
wave,
O'er the land of the free
And the home of the brave?

DU GAMLA, DU FRIA

Du gamla, du fria, du fjällhöga Nord,
Du tysta, du glädjerika sköna!
Jag hälsar dig, vänaste land uppå jord,
Din sol, din himmel, dina ängder gröna!

Du tronar på minnen från fornstora da'r,
Då ärat ditt namn flög över jorden!
Jag vet, att du är och du blir vad du var,
Ack, jag vill leva, jag vill dö i Norden!

Midsummer Greetings

Mary Ann Nichelini,
President

Swedish American Patriotic
League

P R O G R A M

4 P.M. on the Lawn

PARADE:

Flag Bearers, Officers, Performers, Costume Group, Maids of Honor, Columbia, Svea, Crown Bearer, Midsummer Queen and Train Bearers

MASTER OF CEREMONIES ..... Ted Olsson
Past President, SAPL/S.F.

FLAG SALUTE TO THE QUEEN

Flag Bearers of Fylgia Lodge

NATIONAL ANTHEMS (in unison)

The Star-Spangled Banner
Du Gamla, Du Fria
..... Zaida Binetti, Director
..... Kurt Talbot, Drums

WELCOME ..... Mary Ann Nichelini
President, SAPL/S.F.

CROWNING OF THE QUEEN ..... Sverker Brolin
Past President, SAPL/S.F.

SWEDISH MELODIES

Zaida Singers Zaida Binetti, Director

PRESENTATION OF COLUMBIA ... Greg St. Clair
Vice President, SAPL/S.F.

PRESENTATION OF SVEA ..... Gladys Peterson
President, SAPL/Oakland

GREETINGS FROM SWEDEN ..... Siri Eliason
Consul General of Sweden

VOCAL SOLOIST ..... Jan Nordin
Accordianists
Rev. Rune Modin and Venny Modin

THE QUEEN'S COURT ..... Ted Olsson
Charlotte Andersson, Jennifer Church, Paige Cyjanek, Michelle Forsberg, Nicole Glennen, Amy Hillerstrom, Lena Jørgensen, Carina Kellgren, Cheryl MacDonald, Nancy Morrison, Kristen Nelson, Jacci Sedlemeyer and Linda Vogelsberg

Crown Bearer: Andrew Farina
Train Bearers: Bonnie Bowman
Marta Weissenborn

Procession to the Dance Floor
and Maypole

MIDSUMMER QUEEN'S WALTZ

SWEDISH FOLK DANCE EXHIBITION
.... directed by Mikkel Thompson

"SMÖRGASBORD"
Scandinavian Cuisine ... Maude Eriksson
2 Seatings ..... 6 P.M. and 7:30 P.M.

DANCING - 8 P.M. till MIDNIGHT
..... BOB HARROLD'S TRIO

Midsummer Greetings

from

The Swedish-American Patriotic League of Oakland

Gladys Peterson *President*

Wishing you a

Happy Midsummer

Robert and Mary Ann Peterson

Officers and Members of the **SWEDISH CLUB** önskar alla

EN GLAD MIDSOMMAR

Glad Midsommar

Vestkusten

Midsummer Greetings

THE SWEDISH SOCIETY OF OAKLAND

meets 2nd Tuesday in Björnson Hall, Oakland

Lars Malm, *President*

ROBERT THIELE, *Secretary*

524-6150

For membership information contact above officers.

Now is the time to join the East Bay's oldest and most progressive Society. Financially sound

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SWEDISH LADIES SOCIETY of San Francisco

2174 Market Street

Sick Benefit and Social Organization

Meetings 2nd Thursday at Noon

Lillian Felch, *President*

June Williams, *Secretary*

SWEDISH LADIES SOCIETY

JENNY LIND OF OAKLAND

A Social and Sick Benefit Organization

Meetings second Thursday every month in Björnson Hall

President – **Ruth (Babe) Nelson,**

Secretary—BERTHA BECHTLE

GLAD MIDSOMMAR

Evelyn Olsson
Karin Massey

Glad Midsommar

And a Happy
Festival in Sveadal

Ted, Astrid, Alexander
and Juliana Olsson

GLAD MIDSOMMAR

önskas av

Eva Person

Wishing you a most Happy

Midsummer Festival

Walter and Dorinda Nyland

Midsummer Greetings

from

THE SWEDISH SOCIETY
OF SAN FRANCISCO

A Century of Fraternalism
in the Bay Area

We own and operate the

Swedish American Hall
2174 Market Street, S.F.

for your pleasure

Phone 861-9313

★★★★★★★★★★★★★★★★★★★★★★

Midsummer Greetings

from

Bert and Gloria Nelson

Midsummer Greetings

SAN MATEO
INVESTMENT CO.

Ernie Gustafson
Telephone 349-2121

REAL ESTATE

4100 El Camino Real

San Mateo

Enjoy

SVEADAL

this summer

Your own Recreation Park
in Uvas Canyon,
Santa Clara County

SWIMMING — TENNIS
CABINS — MEALS
PLAYGROUND

CALENDAR OF EVENTS

July 7th, 8th
Annual Tennis Tournament
Horseshoe Tournament, Dinner/ Dance
July 28th
64th Anniversary of Sveadal
August 11th
Sveadal Club Circus Day, Dinner/ Dance
Sept. 2nd
62nd Annual Labor Day Weekend Swimming Races. For more information, call during season
(1-408) 779-2854

Wishing you a
Happy Midsummer

ROY ANDERSON PAINT CO

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SIV och
ART ELWING

önskar en

GLAD
MIDSOMMAR

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Picture Framing
San Carlos

Midsummer Greetings
from

The Nichelini
and
Madigan Families

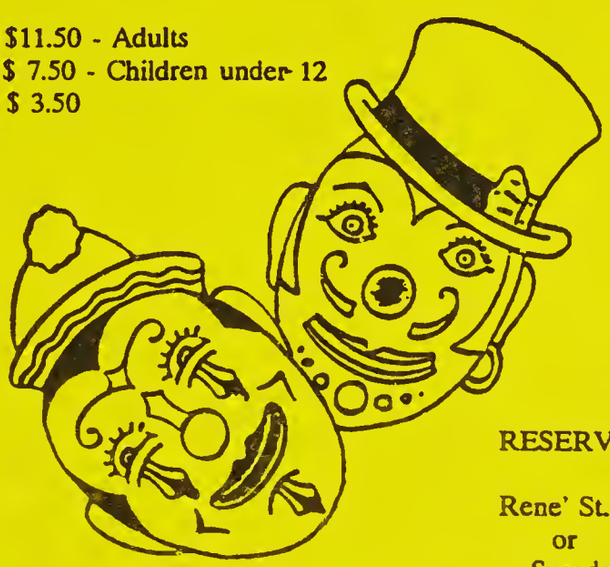
COME JOIN THE SVEADAL CIRCUS

AUGUST 11, 1990

Dinner/Dance $11.50 - Adults
$ 7.50 - Children under 12
Dance only $ 3.50

Sponsored by
The
Sveadal Club
in
Sveadal

COSTUME:
CIRCUS



RESERVE WITH:

Rene' St. Clair (415) 697-0490
or
Sveadal (408) 779-2854

- Activities will begin at Noon
- Poolside cocktails/hors d'oeuvres - 3:30
  (Come in costume)
- Dinner and dancing will follow

Midsummer Greetings

from

Gladys Peterson

Happy Birthday Marta

Midsummer Greetings

from

Vera and John Nelson

Wishing you a

Happy Midsummer

THE WEISSENBORNS
Ken, Charlotte,
Karin, Linnea and Marta

Wishing you a very
Happy Midsummer
Ramona and Harry Talbot

NORDERN LIGHTS

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Special Orders Welcome

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GLAD MIDSOMMAR

ARNE, LIS, ANN MARIE

826 Santa Cruz Ave. Menlo Park, CA 94025

(415) 325-0313

Greetings and best wishes for a

Happy Midsummer

from

Mr. and Mrs. Reno C. T. Anderson

C. A. ANDERSON FUNERAL PARLORS

1387 Valencia Street, San Francisco 94110